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I. STATEMENT OF POLICY

The Department of Children and Family Services (DCFS) shall adhere to the requirements of [La. R.S. 43:31](#), as well as policy and procedures memoranda and directives from the Division of Administration (DOA) relative to printing.

For purposes of this policy, “public document” means all printed matter, including, but not limited to, bulletins, leaflets, reports, or similar publications or communications intended for public and/or departmental dissemination, use, or review. This includes documents printed for distribution to contractors and clients. “Public document” does not include those documents used solely for internal proceedings or operations within an office.

II. PROCEDURES

All brochures, pamphlets and flyers must be approved by the DCFS Communications Bureau prior to the initial development of new materials and prior to reordering or revising existing materials.


DCFS Communications Bureau staff will review all printed pieces in order to develop and promote a uniform look consistent with current messages to our clients. DCFS Communications Bureau will review the brochures, pamphlets and flyers to determine the following: which of the above are required, which can be merged, and which are no longer needed. Materials will be reviewed to ensure that they provide a uniform and professional look for the department.

DCFS staff members are required to submit, via e-mail, either a PDF or electronic copy of the proposed brochure, pamphlet and/or flyer for review and approval by DCFS Communications Bureau staff, prior to submitting a print request form. The e-mail should include a statement regarding the reason for proposed development, updates and/or revision(s). Approval to proceed will be granted via e-mail. If approval is not granted, an e-mail will be issued indicating the reasons why.

In addition, approval must be received from DCFS Communications Bureau staff prior to reordering current brochures. In the request, staff must state how many will be printed, how many are currently in stock and the purpose of the brochure.

Development Process for Redesign of Existing Brochures/Flyers/Pamphlet or Creation of New Brochures/Flyers/Pamphlets


- 1) Program/Operations staff will submit brochure/flyer/pamphlet revisions for initial content review and approval to the DCFS Bureau of Communications and Governmental Affairs (BC&GA).
- 2) BC&GA staff will review and revise content (language).

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- 3) After content review and approval, BC&GA staff will return the final document (content) to Programs/Operations staff.
- 4) Program/Operations staff submits an Agency Issuance Request to Planning/Policy Circulation (PPC) for brochure/flyer/ pamphlet. The number of documents to be printed is stated within the request.
- 5) PPC will circulate document for content review and approval by program/ operation staff.
- 6) PPC submits document to DCFS Deputy Assistant Secretary of Programs or the DCFS Deputy Secretary of Operations for final approval.
- 7) After final content approval, PPC will submit document in *Word format* to BC&GA staff, along with the following information:
 - a) Number of Documents to be Printed;
 - b) Cost Estimate;
 - c) Type of Paper;
 - d) Form Number; and
 - e) Replaces What Version of Brochure/Flyer/Pamphlet.
- 8) BC&GA staff sends the document to the DCFS graphic designer to create an appropriate layout for the document, within seven to ten business days.
- 9) Upon completion of design, the graphic designer returns the document to BC&GA staff for review.
- 10) BC&GA staff will forward the document to PPC to submit to program/operations director(s).
- 11) BC&GA staff sends (via e-mail) an editable copy of the document to State Printing and a Word/PDF version to PPC (includes SAMPLE text within the cost statement); and will also send an e-mail to PPC after editable version is sent to State Printing.
- 12) PPC will post the document on OPMS; and PPC will complete and submit the printing request to State Printing.

Revision Process for Updated Brochures/Flyers/Pamphlets


- 1) Program/Operations staff will submit brochure/flyer/pamphlet revisions/updates for initial content review and approval to BC&GA.

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- 2) BC&GA will review and revise content (language).
- 3) After content review and approval, BC&GA will return the final document (content) to Program/Operations staff.
- 4) Program/Operations staff submits an Agency Issuance Request and the revised brochure/flyer/pamphlet to Planning/Policy Circulation (PPC). The number of documents to be printed is stated within the request.
- 5) PPC will circulate suggested revisions for content review and approval by program/operation staff.
- 6) PPC submits document to DCFS Deputy Assistant Secretary of Programs or the DCFS Deputy Assistant Secretary of Operations for final approval.
- 7) After final content approval, PPC will submit requested content changes in Word format to BC&GA to make revisions, along with the following information:
 - a) Number of Documents to be Printed;
 - b) Cost Estimate;
 - c) Type of Paper;
 - d) Number of Documents Currently in Stock;
 - e) Form Number;
 - f) Replaces What Version of Brochure/Flyer/Pamphlet.
- 8) BC&GA will forward the document to PPC to submit to program/operations director(s).
- 9) BC&GA sends (via e-mail) an editable copy of the document to State Printing and a Word/PDF version to PPC (includes SAMPLE text within the cost statement); and will also send an e-mail to PPC after editable version is sent to State Printing.
- 10) PPC will post the document on OPMS; and
PPC will complete and submit the printing request to State Printing.

Printing Prohibitions

- A. No branch, department, agency, official, employee, or other entity of state government shall print or cause to be printed any bulletin, leaflet, Christmas card, personalized memorandum stationery, or other similar communication, house organ, circular, book, report or similar publication, except those required by law.

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The DOA, which has been authorized to make exceptions to this printing prohibition, has delegated this authority to the Secretary (or designee) for printing jobs that meet standard specifications.

- B. All printed matter so required shall be effected in a uniform manner as to basic content, size, quality of paper, and use of color as contained in standards established by the DOA.
- C. These provisions shall not be construed to prohibit the printing or publication of any printed matter required by any federal law or regulation in order that the State or the Department may obtain or receive federal funds, grants, or assistance.

Printing Cost Statement

All printed matter, except documentation in connection with proceedings of the executive, legislative, and judicial branches of state government, printed or caused to be printed by the DCFS, shall contain a [printing cost statement](#), with required information inserted, printed on the publication adjacent to the identification of the bureau/section/division responsible for publication.

If the printing of the material was not done by a DCFS, the statement shall include the following additional language:


“Printing of this material was purchased in accordance with the provisions of Title 43 of the Louisiana Revised Statutes.”

The cost statement shall be set in the same size type as the body copy and shall be set in a box composed of a one-point rule. The required cost statement can be placed on the title page of books. On leaflets, brochures and other publications, it should be placed below the agency name.

Three factors shall be utilized in computing cost data: (1) preparation of the public document for publication; (2) printing, including all expenditures for reproduction, whether on bid or in-house; and (3) circulation, including all estimated expenditures for postage and distribution of the public document.

Public Document Needs Assessment

DCFS bureaus/sections/divisions seeking to print a book, pamphlet, brochure, or leaflet that is **not** required by state or federal law or regulations, including materials needed to administer programs, a needs assessment shall be performed, by completing the [Public Document Needs Assessment Form](#), to determine the need for such publication. The needs assessment shall include information relative to the content of the matter to be printed, the reason for printing,

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the number of copies to be printed, the distribution and mailing list for the printing, and any other particular specifications such as paper weight and color. The needs assessment form is required only for the initial printing of a book, pamphlet, brochure, or leaflet; it is **not** required for reprints or revisions to a previously approved document.

The original [Public Document Needs Assessment Form](#) shall be sent to the Secretary (or the Secretary's designee) **at least one week** before the material needs to go for printing. The [Public Document Needs Assessment Form](#) shall be provided to and approved by the Secretary (or designee) **prior** to the expenditure of any funds for the printing of such documents. The needs assessment form must be accompanied by: a cover memo from the appropriate appointing authority; copies, facsimiles, or descriptions of the document; a detailed justification of the need for printing and distributing the document; and a completed [printing cost statement](#) (see Printing Cost Statement section above). The needs assessment form shall be a public document and shall be open for public inspection and copying as provided by [La. R.S. 44:1](#) et seq.

If the Secretary approves the [Public Document Needs Assessment Form](#), it will be returned to the originating Bureau/Division/Section. The approved form is to be submitted with a requisition to DCFS Division of Support Services, Central Purchasing, **unless** one of the three conditions specified the procurement of printing section of this policy is applicable.


Procurement of Printing

All printing requests shall be forwarded to DCFS Central Purchasing, along with a requisition, **unless** one of the following three conditions apply:

- If purchased with the LaCarte Procurement Card, the estimated printing cost is \$1000 or less
- If **not** purchased with the LaCarte Procurement Card, the estimated printing cost is \$5000 or less, or
- The printed material is to be produced by either the DOA State Printing or LSU Graphic Services, regardless of the estimated printing cost.

The requisition must be accompanied by complete specification (size, color, and kind of paper, construction, numbering information, etc.) and two (2) original samples or clean layouts. A copy of a sample or a reference to a previous order will not be acceptable.

Printed material may be obtained using any of the following four (4) sources:

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A. DOA State Printing

If the printed material is to be produced by the DOA State Printing, a [Printing Request Form \(DA 200\)](#) should be completed by the originating Bureau/Division/Section and submitted with originals or samples to DOA State Printing. Upon receipt of the printed material, the originating Division/Bureau/Section shall submit the invoice and Form PMF108 ([Word version](#), [Adobe version](#)) to the Payment Management unit in the DCFS Fiscal Services Section to request payment.

B. LSU Graphic Services

If the printed material is to be produced by LSU Graphic Services, the originating Bureau/Division/Section is to submit the originals or samples directly to LSU Graphic Services. Upon receipt of the printed material, the originating Bureau/Division/Section shall submit the invoice and Form PMF108 ([Word version](#), [Adobe version](#)) to the Payment Management unit in the DCFS Fiscal Services Section to request payment.

C. Printing Contracts


All printing contracts are non-mandatory, and agencies may issue orders directly to the vendor, regardless of the amount. Procedures for ordering off printing contracts can be found in the [Department of Children and Family Services ISIS/AGPS Manual](#) or on the website for [DOA Office of State Purchasing](#).

D. Competitive Bids

If the item requested is not covered under contract, and the DOA State Printing or LSU Graphic Services is unable to print, it will be competitively bid in accordance with all laws, rules and regulations, and executive orders.

Distribution of Printed Matter

Except for interagency (between State of Louisiana government departments) distribution and distribution otherwise required by law, the DCFS shall not distribute any printed materials in excess of 10 pages in length, unless the availability of such printed materials has been announced by written notice stating the title or subject matter of the printed material and that such materials shall be mailed upon receipt of a written request. Such written notice may be mailed to the names on the regular mailing list and to any others deemed by the DCFS to be interested parties.

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Missing Children Information

As a public service, if the DCFS publishes a periodical of an informational nature that has as its intent public distribution rather than solely internal or interagency (between State of Louisiana government departments) distribution, DCFS is authorized to have published in each issue of such periodical the picture and name of one or more Louisiana children believed to be missing or children from other states believed to be missing in Louisiana. The periodical may also include the toll-free telephone number provided by the National Center for Missing and Exploited Children for the purpose of receiving information related to a missing child or children.

Information

All requests for information about printing, as well as questions regarding specifications, deliveries, and other matters pertaining to printing jobs, should be directed to DCFS Central Purchasing at:

DCFS Support Services Section
Central Purchasing
P.O. Box 3496
Baton Rouge, LA 70821
Phone: 225-342-4148

III. FORMS AND INSTRUCTIONS

[Printing Request Form \(DA 200\)](#) and [DA 200 Instructions](#)
[Printing Cost Statement](#)
[Public Document Needs Assessment Form](#)
Form PMF108 ([Word version](#), [Adobe version](#))

IV. REFERENCES

[Department of Children and Family Services ISIS/AGPS Manual](#)
[La. R.S. 43:31](#)
[La. R.S. 44:1](#) et seq.